

CTE Standards Unpacking Marketing Communication

Course: Marketing Communication

Course Description: Marketing Communication introduces the student to the basic concepts of marketing communications and links this communication to strategic planning, product and pricing decisions, and distributions and promotional decisions. Examples of marketing communication activities include advertising, direct marketing, public relations, sales promotion, personal selling, and digital marketing.

Career Cluster: Marketing

Prerequisites: Marketing Principles recommended

Program of Study Application: Marketing Communications is a pathway course in the Marketing career cluster, Marketing Communications pathway.

INDICATOR #MC 1: Students will understand the concept of integrated marketing communication (IMC).		
SUB-INDICATOR 1.1 (Webb Level: 1 Recall): Define the concept of marketing communication		
SUB-INDICATOR 1.2 (Webb Level: 2 Skill/Concept): Understand the role of IMC in developing effective marketing plans		
SUB-INDICATOR 1.3 (Webb Level: 3 Strategic Thinking): Assess modern technological factors that affect marketing communication		
SUB-INDICATOR 1.4 (Webb Level: 3 Strategic Thinking): Explore various career opportunities within the advertising and communication industries		
Knowledge (Factual): -Marketing Communication -Modern technology factors -Integrated Marketing Communication (IMC)	Understand (Conceptual): -The importance of IMC -A firm foundation of the communication process: sender, receiver, message, channel, noise and feedback	Do (Application): -Explain the career options within the Marketing Communications industry -Determine and discuss the inner connections between communication goals and overall marketing goals -Discuss evolving technological tools
Benchmarks: <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> Students will create a communications plan for a target market. 		

Academic Connections	
<p>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</p> <p>ELA W.4 – Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p> <p>ELA SL.2. Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source</p>	<p>Sample Performance Task Aligned to the Academic Standard(s):</p> <p>-Compose and present a brief presentation. Working independently or with a partner, present research findings to the class.</p>

INDICATOR #MC 2: Students will understand the communication process in relation to promotional programs.		
SUB-INDICATOR 2.1 (Webb Level: 2 Skill/Concept): Understand the overall communication process		
SUB-INDICATOR 2.2 (Webb Level: 3 Strategic Thinking): Establish communication goals and objectives		
<p>Knowledge (Factual):</p> <p>-Communication model terminology: sender receiver message noise channels feedback</p> <p>-Communication delivery modes</p> <p>-SMART communication goals: specific measurable attainable realistic time bound</p>	<p>Understand (Conceptual):</p> <p>-The attributes of the target market</p> <p>- The communication model</p>	<p>Do (Application):</p> <p>-Compare and contrast promotional plans</p> <p>-Critique popular advertising campaigns</p>

-Promotional Plan		
Benchmarks: <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> Create and present a promotional plan for a product based on student set goals. 		
Academic Connections		
ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard): ELA SL.5 Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.	Sample Performance Task Aligned to the Academic Standard(s): -Implementing the use of the Market Communication plan, create a digital media campaign.	

INDICATOR #MC 3: Students will understand development of an integrated promotional mix.		
SUB-INDICATOR 3.1 (Webb Level: 1 Recall): Identify the elements of the promotional mix		
SUB-INDICATOR 3.2 (Webb Level: 2 Skill/Concept): Understand the role and importance of various promotional mix elements in achieving marketing communication goals		
Knowledge (Factual): -Promotional mix: advertising direct marketing public relations sales promotion digital marketing personal selling	Understand (Conceptual): -The value of the integration of the promotional mix	Do (Application): -Determine objectives of various promotional mix elements -Identify advantages and disadvantages of implementing various promotional mix elements
Benchmarks: <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> Compare and Contrast various promotional mix strategies and create a presentation that documents 2 positives and limitations for each. 		

Academic Connections	
<p>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</p> <p>ELA W.4 – Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p> <p>ELA SL.4 Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.</p>	<p>Sample Performance Task Aligned to the Academic Standard(s):</p> <p>-Compare and Contrast various promotional mix strategies create a presentation that documents 2 positives and limitations for each.</p>

INDICATOR #MC 4: Students will understand the integrated marketing communication message strategy and its execution.		
SUB-INDICATOR 4.1 (Webb Level: 2 Skill/Concept): Determine the purpose of the IMC message		
SUB-INDICATOR 4.2 (Webb Level: 2 Skill/Concept): Determine how the message fits with your desired target market		
<p>Knowledge (Factual):</p> <ul style="list-style-type: none"> -Business goals -Integrated communication message strategy -Advertising appeals 	<p>Understand (Conceptual):</p> <ul style="list-style-type: none"> -How advertising influences markets -The pervasive influence of Marketing on society 	<p>Do (Application):</p> <ul style="list-style-type: none"> -Determine the intent of the communication message -Investigate various communication/ advertising appeals and execution styles
<p>Benchmarks: <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> • Critique a marketing communication strategy and present an improved alternate advertisement. </p>		

Academic Connections	
ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard): ELA SL.4 Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.	Sample Performance Task Aligned to the Academic Standard(s): -Using knowledge of advertising appeals, present a fact-based advertisement

INDICATOR #MC 5: Students will determine media strategy and its objectives.		
SUB-INDICATOR 5.1 (Webb Level: 2 Skill/Concept): Determine media objectives to achieve communication goals		
SUB-INDICATOR 5.2 (Webb Level: 3 Strategic Thinking): Identify various media vehicles to deliver the IMC message		
Knowledge (Factual): -Media objectives: Reach Frequency -Media vehicles: TV Radio Newspaper Social ads	Understand (Conceptual): -The power of media strategies	Do (Application): -Examine various metrics used to measure media objective -Compare advantages and disadvantages of different media vehicles
Benchmarks: <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> Write a paper using an assigned product, and deliver a consistent message using 4 different media vehicles. 		
Academic Connections		
ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):	Sample Performance Task Aligned to the Academic Standard(s):	

ELA W.7 Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation	-Write a paper that evaluates the effectiveness of different media vehicles
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INDICATOR #MC 6: Students will evaluate the integration and implementation of the IMC plan.

SUB-INDICATOR 6.1 (Webb Level: 3 Strategic Thinking): Analyze an example of a marketing communication implementation plan with objectives, timelines, and checkpoints

Knowledge (Factual): -Integrated Marketing Communication Plan (IMC)	Understand (Conceptual): - The integration of an IMC can affect the success of a product	Do (Application): -Discuss the integration of different promotional tactics into a marketing communication plan
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Benchmarks:

Students will be assessed on their ability to:

- Evaluate an IMC case study and develop a spreadsheet which quantifies the objectives, timelines and checkpoints.

Academic Connections

ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):	Sample Performance Task Aligned to the Academic Standard(s):
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